

Park Event Application—Page 1

GENERAL INFORMATION

Are you applying for a NEW park event? NO

Are you applying for a returning park event with significant changes? NO

EVENT INFORMATION

Name of Event: Fete de Marquette Park Requested: McPike

Est. Attendance: 1,500 to 3,000 Daily Type of Event: Festival which functions as a celebration of place and Fundraiser

EVENT ORGANIZER/PRODUCER INFORMATION

Name of Organization: Wil-Mar Neighborhood Center, Inc.
Is Organization a 501(c)(3) yes
Tax Exemption Number: 008-0000082419-05

Primary Contact: Gary Kallas Work Phone: 608-235-2925 Email: garyk@wil-mar.org
Address: 504 S. Breatly St Phone During Event: 608-235-2925 Website: wil-mar.org

EVENT SCHEDULE

DATE	ACTIVITY	HOURS	NOTES:
Tuesday, July 12	Set-up Begins	10 am to 8 pm	We provide overnight security and have come to an agreement with the Tuesday farmers' market whereby the market can be held while we do our work and not infringe on the market
Wednesday, July 13	Set-Up Continues	10 am to 10 pm	Overnight security present
Thursday, July 14	Set-up & First Day	9 am to 4 pm 4 pm to 10 pm	Set-up Continues Event
Friday, July 15	2 nd Day	4 pm to 11 pm	Event
Saturday, July 16	3 rd Day	Noon to 11 pm	Event
Sunday, July 17	4 th Day	9 am to 10 pm	Final Event Day
Monday, July 18	Strike	10 am to 4 pm	Strike the Event

Will you have amplified music at the event? Yes
Will you have temporary structures? Yes
Will you sell anything during the event? Yes
Will you serve food at this event? Yes
Will you sell alcohol at the event? Yes

APPLICATION SIGNATURE

The applicant for a park permit shall agree to indemnify, defend, and hold the city and its employees and agents harmless against all claims, liability, loss, damage, or expense incurred by the city on account of any injury to or death of any person or any damage to property caused by or resulting from the activities for which the permit is issued.

The organization or person to which a permit is issued will be responsible for the conduct of the event, the condition of the permitted area, and actual fees for services provided. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.



Applicant Signature



Date

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NARRATIVE AND SCHEDULE

PLEASE PROVIDE A BRIEF NARRATIVE OF THE EVENT

Since inception, the mission of Fete de Marquette has essentially remained the same i.e., become our eastside community's premier celebration of place while also raising funds to support programs and services offered by the Wil-Mar Neighborhood Center.

Additionally, it's been Fete objective to promote small and minority owned businesses through providing Fete vending opportunities and first-time employment opportunities for youth through employing teens at Fete and other eastside events the Wil-Mar Center participates in.

We are proud to note that on these objectives and more, we have been relatively successful.

A final thought, during the 2-year pandemic shutdown of Fete, we are proud to note that the Wil-Mar Center maintained much of financial health through appealing to Friends of Fete for support. These Friends were instrumental in making our financial model work when we staged Fete and were just as instrumental in keeping Wil-Mar afloat during the 2-year shutdown.

COMPLETE EVENT SCHEDULE

DATE	ACTIVITY	HOURS	NOTES:
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Note:

The traditional and successful scheduling Fete model calls for ending Friday and Saturday nights at 11 pm with amplified music scheduled to end 15 minutes short of scheduled closing time each night. This has been the model that helped make Fete Madison's favorite summer event while also being a critical component of our business model. Indeed, we have already scheduled artists assuming this model has long been accepted by our community. We trust that this acceptance has not withered during the pandemic.

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SITE MAP

Please attach a site map

Site map is attached

What impact do you anticipate your event will have on the residents/businesses in the area surrounding the park? Consider things such as noise, parking, traffic, etc. What plans do you have to minimize these impacts?

In 2006, Fete de Marquette was established to great fanfare and considerable support from community leaders and residents. When we launched Fete, we set a 11 pm closing time which was outside the norm for community events in city parks or city streets. Fete received 26 noise complaints that first night and 21 on the second night. It's long been suspected that many of the 2nd night of complaints were also first night callers.

Between the years of 2007 and 2013, Fete continued to close each night at 11 pm and for the most part continued to hear from roughly the same dozen to two dozen community members with one major difference; most of the "complaints" were not directed to government bodies, but rather made directly to our office or in other community settings. A related point of reference, many of these complainants were also donors to the Wil-Mar Center.

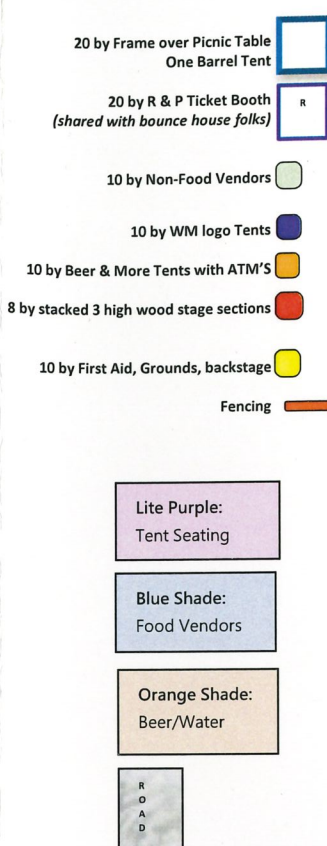
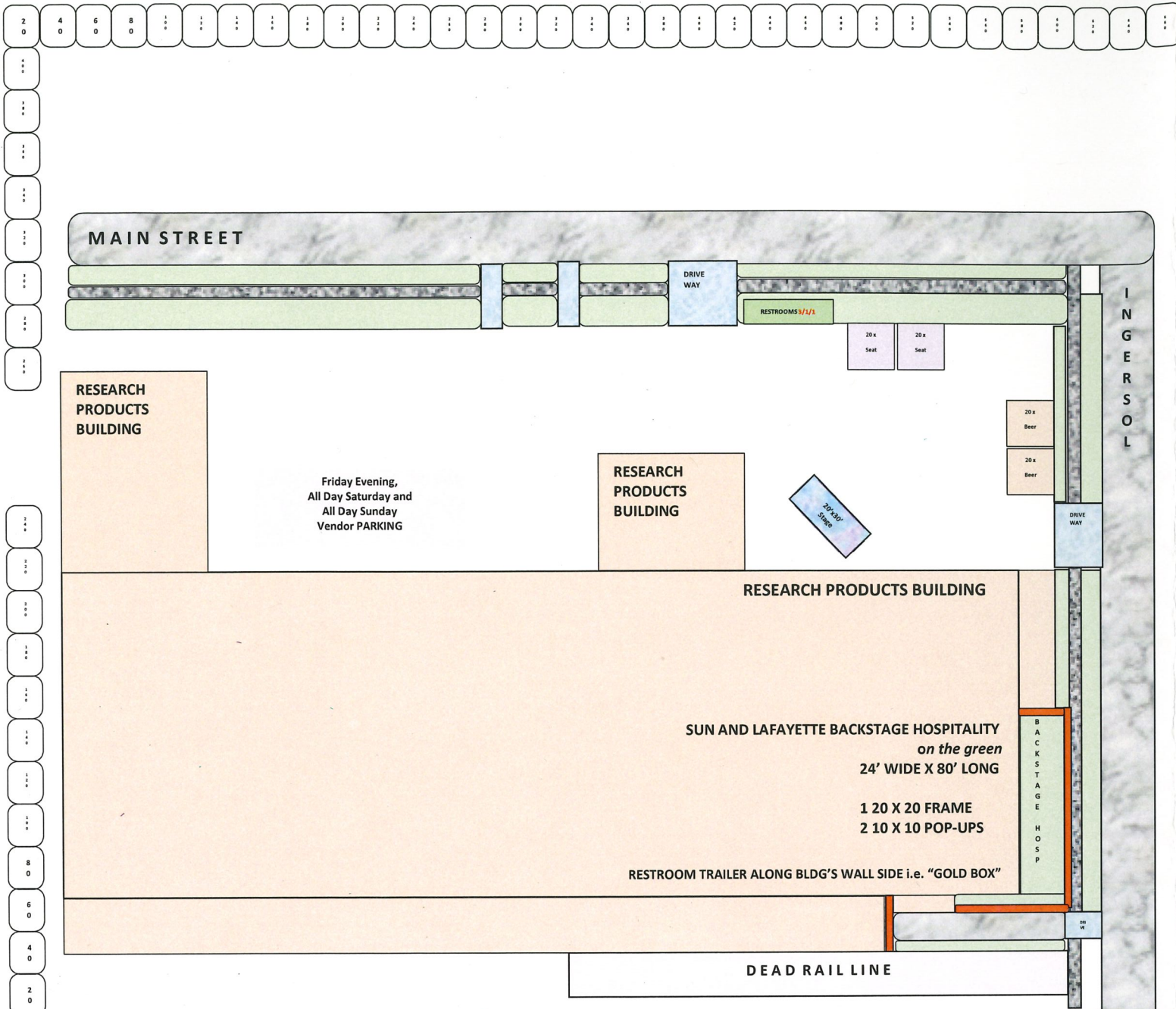
In 2014, Fete returned to what was then known as Central Park and until Breese's Stevens began to hold concerts, Fete functioned in relative complaint-free tranquility. Once the issue of decibel level mandates became a topic brought about by the concerts, Fete was once more thrust into a focus of attention.

An additional related point of interest. At the peak of the controversy that resulted in one of the largest turnouts for a Park's Commission meeting, roughly 2 dozen people showed up to voice support for having the DBA requirement at McPike Park set at 95. 2 dozen? That's it. And many of those were folks who were part of the original 26 complainants from Fete's first-ever event in 2006! Fete's position was to be treated the same as Breese Stevens, i.e. DBA at 100.

In the interest of compromise, Fete accepted a 95DBA at the front of house soundboard in addition to scaling back closing hours on Thursday night from 11 to 10, and further made a concession to end music on Friday and Saturday nights from 11:00 to 10:45. In so doing, Fete was able to keep most of its successful business model intact

Other steps Fete takes to minimize impacts include: we enforce a no parking policy along Few Street between the Park and Williamson Street; we have our private security people take walks into the immediate neighborhoods around the Park, we have our grounds crew walk these same neighborhoods and pick up trash, and we have made arrangements with our business neighbors Research Products and Warren LLC, to allow for Fete staff parking on their lots.

In summation, our model works, our model supports the programs and services of the Wil-Mar Neighborhood Center, our model has the support of the vast majority (an understatement) of area residents and in all of this, our model promotes a key and positively growing City of Madison Isthmus community!



MATHEWS TENTS SUN/FAMILY/HOSPITALITY

TENT	#
40 X 80	1
20 X 40	4
20 X 20 FRAME	7
20 X 20 R&P	1

RESTROOM DISTRIBUTION

SITE	REG	SIKS	DIS	SAN
FAMILY F	13	4	1	1
MOON	7	2	1	1
FEW ST.	3	1	1	1
MOON BS	1	1		
GROUNDS	1	1		
LAFAYETTE	3	1	1	1

WASTE AND RECYCLING CONTAINERS
INDIVIDUAL WASTE AND RECYCLING CONTAINERS SPREAD THROUGHOUT THE GROUNDS

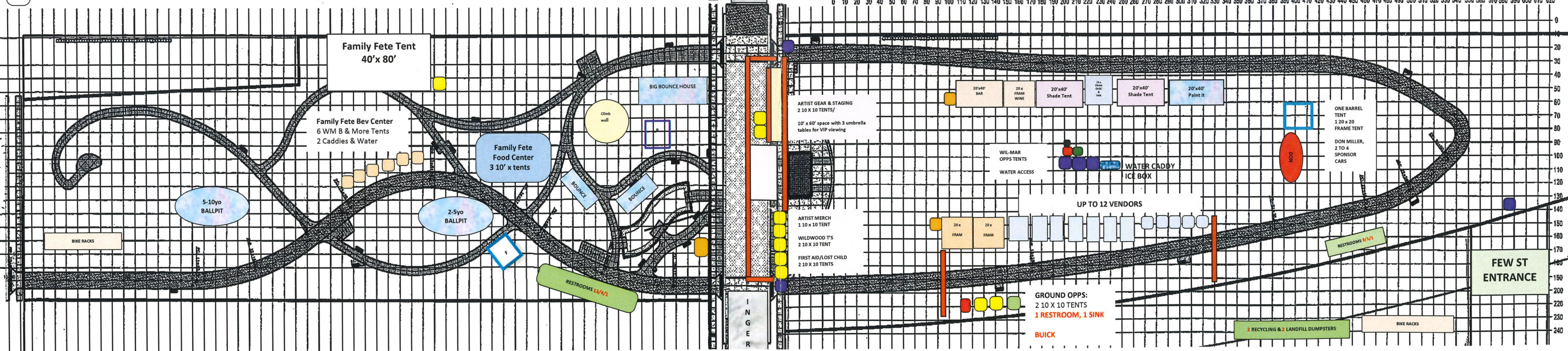
DUMPSTER LOCATIONS:
4 SHOWN ON LAYOUT
NEAR FEW STREET ENTRANCE AND
2 PLACED ON BREARLY STREET

TRAILER:
HOSPITALITY

NOTE FOR PARK MAINTENANCE STAFF

We'll need access to all sidewalk ground holds and Show Power on Wednesday morning July 13

Our electrician will coordinate with you.



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CLEANUP AND RECYCLING

Will you be providing your own receptacles?

YES

If yes, which receptacles and how many?

Recycling Bins: 25

Trash Bins: 50

Dumpsters: 0

If yes, name/contact information of collection agency providing equipment and service:

We provide our own recycling and trash bins

Will you be renting additional Park receptacles? *YES, we'll need dumpsters*

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Park Name:

McPike Park

Please indicate number
of trash barrels:

0

Please indicate number
of dumpsters:

6 (we will forward exact dumpster locations)

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EMERGENCY ACTION PLAN

Event Name: Fete de Marquette

Event Dates: July 14 through July 17

Location: McPike Park

Primary Contact:	Secondary Contact:	EMS (on Site All Times)
Gary Kallas (608) 235-2925	Tony Anderson (608) 213-4735	Luke Kuehling (608) 259-6513

Notification:

We will have an EMS (often 2) on Site at all times.

We will have uniformed security on site at all times.

We will have 11 event leaders and 1 Off-Duty Police Officer always equipped with two-way radios

Severe Weather or Other EAP announcements:

This event will follow the 30/30 rule for lightning and will make public announcements as needed.

This event will maintain emergency 20' lanes throughout the event site by closing public access to the paths surrounding the park.

Finally, we retain both public (off-duty officers) and private security staff. At all times a minimum combined 9 uniformed security staffs are on-site. In addition, our Fete committee consists of over 50 community members, and most are experienced with previous events. Every featured activity is staffed by experienced, seasoned Fete community members. Most security matters are addressed by these community members.

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INSURANCE & MARKETING

Required insurance is on file in the City's Risk Management Office.

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MARKETING

Official Name of Event: Fete de Marquette

Park Location: McPike Park

Public Contact Phone: Wil-Mar Neighborhood Center / 608-257-4576

Website: wil-mar.org

Admission: FREE

Date(s) of Event: Thursday, July 14
4 pm to 10 pm

Friday, July 15
4:30 to 11 pm

Saturday, July 16
Noon to 11 pm

Sunday, July 17
Noon to 10 pm

Fete de Marquette is Madison's largest FREE admission celebration of place where music, food, drinks and kid's activities all come together to offer something for everyone!

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AMPLIFICATION & TEMPORARY STRUCTURE PERMIT

Will there be amplification at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Type of Amplified Sound: Bands

DATE	EVENT HOURS	SOUND BEGINS	SOUND ENDS
Thursday, July 14	4 pm to 10 pm	4:30 pm	10:00 pm
Friday, July 15	4:30 to 11 pm	5:00 pm	10:45 pm
Saturday, July 16	Noon to 11 pm	12:00 pm	10:45 pm
Sunday, July 17	Noon to 10 pm	12:00 pm	10:00 pm

Fete de Marquette has a lengthy 45 minutes between artists shows.
 Fete de Marquette begins Saturday and Sunday shows with nearly a cabaret level sound impact.

TEMPORARY STRUCTURE

Will Temporary structures be set up at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Temporary Structure Information:

STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging	1	SL250 Stage 24 x 32
Tent(s)	1	40' x 80'
	4	20' x 40'
Inflatable(s)	3	Various, vendor provided and staffed bounce houses.

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VENDING PERMITS

Will vending of any type occur at your event?

YES

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Permit Type:

Vending—Multiple Vendors

How many vendors will be at the event?

9 to 13

Will Beer/Wine be sold at the event?

Yes

Have you applied for the Temporary Class “B” Retailers License?

Yes

Application Date

April 4

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SUBMISSION

SUBMIT TO

City of Madison Parks Division

210 Martin Luther King Jr. Blvd. / Room 104

DATE SUBMITTED:

April 4



Special Event Application

Accessibility



ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

- Accessible parking spots which include temporary access aisles where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the general public.
 - An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (must include opportunity for request of interpreters, multiple ways to access festival information)
 - Interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
 - At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of event. Possible information to include:
 - Accessible parking locations
 - Accessible seating locations
 - Accessible restrooms
 - Available interpretation services
 - Available quiet areas
- Cluster portable toilets in groups of no more than 6, and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

Describe your event's accessibility plan. Include any accessibility setup in your site map.

FETE ORGANIZERS DO EVERYTHING WITHIN ITS CAPACITY TO ENSURE ACCESSIBILITY BEGINNING WITH PROVIDING ACCESSIBLE PARKING ALONG INGERSOLL STREET AND ON WEEKEND DATES IN THE RESEARCH PRODUCTS PARKING LOT LOCATED IMMEDIATELY ADJACENT TO THE EVENT. WE PUBLISH THIS ON OUR WEBSITE AS WELL AS SOCIAL MEDIA PLATFORMS. ADDITIONALLY WE KEEP THE PATHS THROUGHOUT THE EVENT FREE OF OBSTRUCTIONS.

For information and compliance contact City of Madison Department of Civil Rights at dcrc@cityofmadison.com or (608) 266-4910.

